

RJ Reynolds

Tobacco Company

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September 8, 1997

To: Area Operations Managers

Subject: OOH Field Survey

Gentlemen:

Per our meeting last week regarding Winston out of home advertising, the Winston marketing group will appreciate you contacting your regional managers to obtain their input on the effectiveness of our out of home presence during the first five weeks of the re-launch of Winston.

OOH presence may include bulletins (14'x48", 10'x22' and 5'x11' billboards, taxi toppers, bus shelters, bus signs, semi tractor-trailers, pump toppers and one sheets at retail.

I realize that the regional manager probably has not been out to see each market in their region by this time, but the information they could provide for the markets that they have been in since the first of August could help a great deal in identifying potential problems. By market, we need to know if Winston's presence is "high", "medium" or "low". The definitions are:

High - out of home is "everywhere"

Medium - out of home is "good" but not dominant

Low - out of home is rarely seen or not at all

We would appreciate you returning the information you obtain by September 19, 1997, on the form attached. (Enter information in the table)
Please feel free to call me with any questions.

Sincerely,

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RJR Division	Market	H/M/L	RJR Division	Market	H/M/L
BOSTON, MA	BOSTON, MA		NORFOLK	NORFOLK, VA	
	FALL RIVER, MA			PETERSBURG/HOPEWELL	
	LOWELL, MA			ROCKY MOUNT, NC	
	NEW BEDFORD, MA			RICHMOND, VA	
	PROVIDENCE, RI				
	WORCESTER, MA		FAYETTEVILLE	FAYETTEVILLE, NC	
HARTFORD	HARTFORD, CT			GOLDSBORO, NC	
	NEW HAVEN, CT			GREENVILLE, NC	
	WATERBURY, CT			SANFORD, NC	
				JACKSONVILLE, NC	
PORTLAND	PORTLAND, ME			WILMINGTON, NC	
				WILSON, NC	
PHILADELPHIA	PHILADELPHIA, PA		CHARLESTON	BECKLEY, WV	
	WILMINGTON, DE				
	ALLENTOWN, PA		FRESNO	SACRAMENTO, CA	
	SUSSEX COUNTY, DE			STOCKTON, CA	
	ATLANTIC CITY, NJ			MODESTO, CA	
BALTIMORE	BALTIMORE, MD		BAKERSFIELD	BAKERSFIELD, CA	
				RIDGECREST, CA	
CENTRAL JERSEY	TRENTON, NJ			VISALIA, CA	
				ROSEMOND, CA	
NEWARK	NEWARK			SAN LUIS OBISPO, CA	
	JERSEY CITY, NJ				
	PATTERSON		SAN FRANCISCO	MERCED COUNTY, CA	
				OAKLAND, CA	
NEW YORK	NEW YORK, NY			SALINAS, CA	
	NASSAU-SUFFOLK, NY			SAN FRANCISCO, CA	
				SAN JOSE, CA	
YONKERS	WESTCHESTER, NY			SANTA ROSA, CA	
	BRIDGEPORT, CT			OROVILLE, CA	
	STAMFORD, CT			REDDING, CA	
	DANBURY, CT			RENO, NV	
				FRESNO, CA	
ALBANY	ALBANY, NY				
	MIDDLETOWN, NY		LOS ANGELES	LANCASTER, CA	
				LOS ANGELES, CA	
BUFFALO	BUFFALO, NY			SAN BERNARDINO, CA	
	ELMIRA/CORNING, NY			TWENTY-NINE PALM, CA	
	ROCHESTER, NY			WENTURA-OXNARD, CA	
	SHAMOKIN, PA			VENTURA-OXNARD, CA	
				VICTORVILLE, CA	
NASHUA	CONCORD, NH			PALM SPRINGS, CA	
	HOOKSET, NH				
	MANCHESTER, NH		PHOENIX	LAS VEGAS, NV	

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				PHOENIX, AZ	
SPRINGFIELD	PITTSFIELD, MA			TUCSON, AZ	
	SPRINGFIELD, MA			YUMA, AZ	
SYRACUSE	SYRACUSE, NY		SAN DIEGO	CALIXICO, CA	
	UTICA, NY			SAN DIEGO, CA	
	SCRANTON, PA			OCEANSIDE, CA	
	BINGHAMTON, NY				
	ITHACA, NY		BOISE	BOISE, ID	
	WATERTOWN, NY			LEWISTON, ID	
				MISSOULA, MT	
CANTON	AKRON, OH			NAMPA-CALDWELL, ID	
	CANTON, OH				
	STEUBENVILLE, OH		SALT LAKE CITY	POCATELLO, ID	
	MANSFIELD, OH			IDAHO FALLS, ID	
	PARKERSBURG, WV			TWIN FALLS, ID	
	WHEELING, WV				
			PORTLAND	CORVALLIS-ALBANY, OR	
HARRISBURG	ALTOONA, PA			EUGENE, OR	
	HARRISBURG, PA			MEDFORD, OR	
	LANCASTER, PA			SALEM, OR	
	READING, PA			PORTLAND, OR	
	YORK, PA				
	WILLIAMSPORT, PA		SEATTLE	BREMERTON, WA	
				SEATTLE, WA	
PITTSBURGH	CLARKSBURG, WV				
	CUMBERLAND, MD		SPOKANE	SPOKANE, WA	
	MORGANTOWN, WV			TACOMA, WA	
	CLEARFIELD, PA			YAKIMA, WA	
	DU BOIS, PA			WALLA WALLA, WA	
	NEW CASTLE, PA				
	YOUNGSTOWN, OH		AUSTIN	AUSTIN, TX	
	PITTSBURGH, PA			BRYAN-COLLEGE, TX	
	ERIE, PA			KILLEEN-FT. HOOD, TX	
				SAN ANGELO, TX	
CLEVELAND, OH	CLEVELAND, OH			TEMPLE-BELTON, TX	
				WACO, TX	
COLUMBUS, OH	COLUMBUS, OH				
	DAYTON, OH		ABILENE	ABILENE, TX	
	SPRINGFIELD, OH			ALAMOGORDO, NM	
				CLOVIS, NM	
CINCINNATI	CINCINNATI, OH			HOBBS, NM	
	HAMILTON-MIDDLETON			MIDLAND, TX	
	COVINGTON, KY			ODESSA, TX	
				PLAINVIEW, TX	
LOUISVILLE, KY	LOUISVILLE, KY			WICHITA FALLS, TX	
	BOWLING GREEN, KY				

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	EVANSVILLE, IN		EL PASO	EL PASO, TX	
	HENDERSON, KY			LAS CRUCES, NM	
	OWENSBORO, KY			LUBBOCK, TX	
				ROSWELL, NM	
LEXINGTON	LEXINGTON, KY				
			HOUSTON	BAY CITY, TX	
INDIANAPOLIS	ANDERSON, IN			BEAUMONT, TX	
	BLOOMINGTON, IN			HOUSTON, TX	
	INDIANAPOLIS, IN			PORT ARTHUR, TX	
	KOKOMO, IN				
	LAFAYETTE, IN		SAN ANTONIO	CORPUS CHRISTI, TX	
	MUNICE, IN			SAN ANTONIO, TX	
	TERRE HAUTE, IN			RIO GRANDE, TX	
				VICTORIA, TX	
ASHEVILLE	BRISTOL, TN				
	JOHNSON CITY, TN		CHICAGO	AURORA, IL	
	KINGSPORT, TN			CHICAGO, IL	
	ASHEVILLE, NC			DANVILLE, IL	
	HENDERSONVILLE, NC			GARY, IN	
	GASTONIA, NC			JOLIET, IL	
	HICKORY, NC			KANKAKEE, IL	
				MICHIGAN CITY, IN	
CHARLESTON, SC	CHARLESTON, SC			CHAMPAIGN/URBANA	
	MYRTLE BEACH, SC				
	SAVANNAH, GA		MILWAUKEE	MILWAUKEE, WI	
	FLORENCE, SC			ROCKFORD, IL	
	ORANGEBURG, SC				
	SUMTER, SC		DAVENPORT	CEDAR RAPIDS, IA	
	AUGUSTA, GA			DECATUR, IL	
				DAVENPORT, IA	
COLUMBIA	COLUMBIA, SC			IOWA CITY, IA	
	ANDERSON, SC			PEORIA, IL	
	GREENWOOD, SC			ROCK ISLAND/MOLIN	
	GREENVILLE, SC				
	OCONEE COUNTY, SC		DES MOINES	AMES, IA	
	SPARTANBURG, SC			DES MOINES, IA	
	ROCK HILL, SC				
	CHARLOTTE, NC		BILLINGS	BILLINGS, MT	
	CONCORD/KANNAPOLIS			BISMARCK, ND	
				BUTTE, MT	
KNOXVILLE	ALCOA-MARYVILLE			CASPER, WY	
	GREENVILLE/MORRIS			GREAT FALLS, MT	
	KNOXVILLE, TN			CHEYENNE, WY	
	CHATTANOOGA, TN			MINOT, ND	
	CLEVELAND, TN			RAPID CITY, SD	
	OAK RIDGE, TN				
			FARGO	DULUTH, MN	
RALEIGH	BURLINGTON, NC			FARGO, ND	
	DURHAM, NC			GRAND FORKS, ND	

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	RALEIGH, NC			ST. CLOUD, MN	
WINSTON-SALEM	GREENSBORO/HIGH POINT, NC		GREEN BAY	APPLETON, WI	
	KING, NC			FOND DU LAC, WI	
	SALISBURY, NC			GREEN BAY, WI	
	STATESVILLE, NC			MARQUETTE, MI	
	WINSTON-SALEM, NC			OSHKOSH, WI	
	YADKINVILLE, NC			SHEBOYGAN, WI	
ATLANTA	ATHENS, GA		MINNEAPOLIS	JANESVILLE, WI	
	ATLANTA, GA			MADISON, WI	
	BRUNSWICK, GA			EAU CLAIRE, WI	
	GAINESVILLE, GA			LA CROSSE, WI	
	MONROE, GA			MINNEAPOLIS, MN	
				ROCHESTER, MN	
BIRMINGHAM	BIRMINGHAM, AL			WAUSAU, WI	
	MONTGOMERY, AL				
	SELMA, AL		SIoux FALLS	SIoux CITY, IA	
	TUSCALOOSA, AL			SIoux FALLS, SD	
PANAMA CITY	FT. WALTON, FL		DETROIT	DETROIT, MI	
	MOBILE, AL			PONTIAC, MI	
	PANAMA CITY, FL				
	PENSACOLA, FL		FLINT	BAY CITY, MI	
				FLINT, MI	
HUNTSVILLE	GADSDEN, AL			PORT HURON, MI	
	ROME, GA			SAGINAW, MI	
	HUNTSVILLE, AL			MIDLAND, MI	
MACON	COLUMBUS, GA		GRAND RAPIDS	BATTLE CREEK, MI	
	DOTHAN, AL			GRAND RAPIDS, MI	
	LAGRANGE, GA			KALAMAZOO, MI	
	MACON, GA			MUSKEGON, MI	
	OPELIKA/AUBURN, AL				
	TALLAHASSEE, FL		LANSING	ANN ARBOR, MI	
	THOMASVILLE, GA			JACKSON, MI	
	ALBANY, GA			LANSING, MI	
				TOLEDO, OH	
JACKSONVILLE	JACKSONVILLE, FL				
	GAINESVILLE, FL		FT. WAYNE	BENTON HARBOR, MI	
	OCALA, FL			FT. WAYNE, IN	
	VALDOSTA, GA			LIMA, OH	
	ST. AUGUSTINE, FL			SANDUSKY, OH	
	WAYCROSS, GA			SOUTH BEND, IN	
MIAMI	MIAMI, FL		KANSAS CITY	COLUMBIA, MO	
				KANSAS CITY, MO	
ORLANDO	DAYTONA BEACH, FL				
	ORLANDO, FL		OMAHA	GARDEN CITY, KS	

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	TITUSVILLE, FL			HUTCHINSON, KS	
	MELBOURNE, FL			LINCOLN, NE	
				MANHATTAN, KS	
TAMPA	CLEARWATER, FL			NORTH PLATTE, NE	
	LAKELAND, FL			OMAHA, NE	
	FT. MYERS, FL			ST. JOSEPH, MO	
	ST. PETERSBURG, FL			TOPEKA, KS	
	SARASOTA, FL				
	TAMPA, FL		TULSA	BARTLESVILLE, OK	
				JEFFERSON CITY, MO	
W. PALM BEACH	FT. LAUDERDALE, FL			MUSKOGEE, OK	
	W. PALM BEACH, FL			SPRINGDALE/BENTON	
				SPRINGFIELD, MO	
DALLAS	DALLAS, TX			TULSA, OK	
	FT. WORTH, TX			JOPLIN, MO	
	SHERMAN, TX				
			DENVER	ALBUQUERQUE, NM	
JACKSON	COLUMBUS, MS			AMARILLO, TX	
	HATTIESBURG, MS			COLORADO SPRINGS	
	JACKSON, MS			DENVER, CO	
	MERIDIAN, MS			FT. COLLINS, CO	
	NATCHEZ, MS			GRAND JUNCTION, CO	
LAFAYETTE	BATON ROUGE, LA			GREELEY, CO	
	HOUMA, LA			PUEBLO, CO	
	LAKE CHARLES, LA			SANTA FE, NM	
	LAFAYETTE, LA		OKLAHOMA CITY	ENID, OK	
	ALEXANDRIA, LA			LAWTON, OK	
				OKLAHOMA CITY, OK	
NEW ORLEANS	BILOXI, MS			SHAWNEE, OK	
	GULFPORT, MS			STILLWATER, OK	
	NEW ORLEANS, LA			WICHITA, KS	
	PASCAGOULA, MS				
			LITTLE ROCK	CLARKSDALE, MS	
SHREVEPORT	LONGVIEW, TX			FT. SMITH, AR	
	LUFKIN-DIBOLL, TX			GREENVILLE, MS	
	NACOGDOCHES, TX			JONESBORO, AR	
	SHREVEPORT, LA			LITTLE ROCK, AR	
	TEXARKANA, TX			PINE BUFF, AR	
	TYLER, TX				
	MONROE, LA		MEMPHIS	JACKSON, TN	
				MEMPHIS, TN	
ROANOKE	CHARLOTTESVILLE, VA			TUPELO, MS	
	DANVILLE, VA				
	LYNCHBURG, VA		PADUCAH	CAPE GIRARDEAU, MO	
	ROANOKE, VA			PADUCAH, KY	
ALEXANDRIA	ALEXANDRIA, VA		NASHVILLE	COLUMBIA, TN	
	FAIRFAX, VA			DECATUR, AL	

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	MONTGOMERY CTY			FLORENCE, AL	
	PRINCE GEORGES CO.			MURFREESBORO, TN	
	WASHINGTON, DC			NASHVILLE, TN	

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